

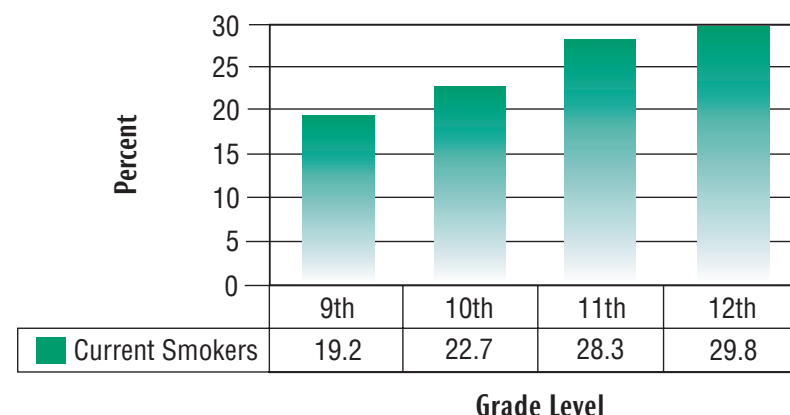
FACT SHEET

Teenage Smoking in Hawai'i

Hawai'i State Department of Health

- Everyday in the United States, more than 3,000 young people begin smoking. This is more than one million new smokers a year. [1]
- More than 80% of all adult smokers began their addiction to tobacco before age 18. [1]
- In 2000, 25% of Hawai'i's public high school students reported being current smokers*. [2]
- In Hawai'i, 10.3% of high school students are frequent smokers*. [3]
 - Females – 11.2%
 - Males – 9.3%
- One in twelve of Hawai'i high school students reported smoking their first whole cigarette by age 11. [2]
- About 2/3 of Hawai'i high school students reported having ever tried smoking. [2]
- Enforcement of Hawai'i state law prohibiting tobacco sales to persons under 18 years of age has resulted in an decrease in illegal over-the-counter sales to minors. In 2000, only 7.7% of stores were caught selling cigarettes to minors. [4]
- 91% of Hawai'i's high school and middle school students think people can get addicted to using tobacco just like getting addicted to cocaine or heroin. [3]
- Over 70% of Hawai'i's high school students who now smoke, report they want to stop smoking cigarettes. [3]

Percent of Hawai'i Public High School Students Who Are Current Smokers, Year 2000



Data Source: 2000 Hawaii Tobacco Youth Survey, Hawai'i State Dept. of Health

- Teenagers may view spit tobacco and cigars as safe alternatives to cigarettes, but this is far from the truth. In Hawai'i, 28% high school students reported trying cigars. [3]
- The percentage of youth who use smokeless tobacco in Hawai'i is low. In 2000, only 3.4% of high school students are current users of chewing tobacco or snuff. [3]
- * Current Smokers: Students who reported smoking on one or more of the past 30 days.
- * Frequent Smokers: Students who reported smoking on 20 or more days of the past 30 days.

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The tobacco industry spends billions of dollars to entice children into smoking since few people start smoking as adults. The industry's own documents demonstrate the targeting of young people for its economic survival.

In 1984, a tobacco company market researcher wrote in a previously secret internal report:

“Younger adult smokers have been the critical factor in the growth and decline of every major brand and company over the last 50 years. They will continue to be just as important to brands/companies in the future for two simple reasons: The renewal of the market stems almost entirely from 18-year old smokers. No more than 5 percent of smokers start after age 24. (And) the brand loyalty of 18-year old smokers far outweighs any tendency to switch with age”

Brands/companies which fail to attract their fair share of younger adult smokers face an uphill battle. They must achieve net switching gains every year to merely hold share “Younger adult smokers are the only source of replacement smokers”. If younger adults turn away from smoking, the industry must decline, just as a population which does not give birth will eventually dwindle.”

Young Adult Smokers: Strategies and Opportunities, R.J. Reynolds Tobacco Company, 29 February 1984.

REFERENCE:

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2. Centers for Disease Control and Prevention. (2001). *Youth Tobacco Surveillance - United States 2000 MMWR in press*. Atlanta
3. *2000 Hawai'i Youth Tobacco Survey*. Hawai'i State Department of Health
4. Hawai'i Department of Health Alcohol & Drug Abuse Division, Cancer Research Center of Hawai'i